

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #442680
M. Gandulla
MOUNTAIN CANDY

FEBRUARY: DORAL B1G1F / PROMOTION #800018

Dear Mark:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as **75** skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

| DORAL BRAND STYLE | B1G1F UPC Code | #/ (6M) Cases B1G1F |
|----------------------|-------------------|------------------------|
| <i>Light</i> | 12300-24960 | <u>3</u> |
| <i>Light 100</i> | 12300-24961 | <u>2</u> |
| <i>Light Men 100</i> | 12300-24963 | <u>2</u> |
| <i>FF 100</i> | 12300-24962 | <u>3</u> |

DISPLAY DETAIL (#536645)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

PO #012698A

Product / Display Arrival:

January 26, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE:

0.4965

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$596.79

51844 9026

-2-

B1G1F

MOUNTAIN CANDY

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER*
LIST.

DISPLAY LOAD:

***4 CARTONS; ONE CARTON EACH STYLE: DORAL LIGHT / LT 100 / LT MEN 100 / FF 100**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$49.00 (3.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean
L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

FEBB1G1F.DOC

51844 9027

WHOLESALE : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>
 TEMPLATE : 800018 80200 DOR FEB B1G1F
 TEMPLATE SEQ : 0031
 SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|--------|--------|--------|----------------------|-------------------|----------------|----|-------|-----|-----|-----------|----------|----------------|
| 162204 | 162233 | 575577 | GETTY MART | 91 W MAIN ST | HANCOCK | NY | 13783 | 3 | | | 947259 | (607) 637-4943 |
| 162204 | 162226 | 724724 | MONSTER MART | 2965 NYST RT 26 | GLEN AUBREY | NY | 13777 | 1 | | | 977264 | (607) 862-3038 |
| 162204 | 162226 | 743920 | MAIN STREET BP | 77 MAIN ST | BINGHAMTON | NY | 13905 | 1 | | | | (607) 724-4271 |
| 162206 | 162234 | 728531 | RAINBOW FUELS & OIL | T/A THE PITT STOP | COOPERSTOWN | NY | 13326 | 1 | | | | (607) 547-9572 |
| 162210 | 162227 | 178199 | OELKERS STORE | PO BOX 74 ROUTE 9 | BARRYVILLE | NY | 12719 | 1 | | | 906099 | (914) 557-6044 |
| 162210 | 162227 | 895203 | FAIR OAKS S/S INC. | ROUTE 17M-BROWN R | MIDDLETOWN | NY | 10940 | 1 | | | 925586 | (914) 361-4466 |
| 162210 | 162233 | 569076 | TIGERS DEN EXXON | ROUTE 52 | LIBERTY | NY | 12754 | 2 | | | 922062 | (914) 292-2413 |
| 162210 | 162227 | 580163 | SUNRISE STORE DBA | SUNRISE STORE | SLATE HILL | NY | 10973 | 1 | | | 954644 | (914) 355-2829 |
| 162210 | 162227 | 586029 | RACEWAY EXXON | 167 JEFFERSON ST | MONTICELLO | NY | 12701 | 1 | | | 919464 | (914) 794-4050 |
| 162210 | | 590577 | STEVE'S | KIRK ROAD | NARROWSBURG | NY | 12764 | 1 | | | 952150 | (914) 252-3200 |
| 162210 | | 626503 | ROSCOE MART | BOX 661 | ROSCOE | NY | 12776 | 1 | | | | (607) 498-5341 |
| 162210 | 162233 | 654303 | ULTRA POWER CORP | MAIN ST. & ROCK A | LIVINGSTON MAN | NY | 12758 | 1 | | | | (914) 439-5251 |
| 162210 | 162227 | 674467 | KOLI ENTERPRISES | 425 MAIN ST | SOUTH FALLSBUR | NY | 12779 | 1 | | | 965038 | (914) 434-7825 |
| 162210 | 162227 | 674468 | U-P WOODBOURNE | RT. 42 & 52 | WOODBOURNE | NY | 12788 | 1 | | | 964809 | (914) 434-7072 |
| 162210 | | 675062 | ULTRA POWER MONTICE | RACEWAY RD & JEFF | MONTICELLO | NY | 12701 | 1 | | | | (914) 794-1802 |
| 162210 | | 675063 | ULTRA POWER LIBERTY | RT. 17 & SULLIVAN | LIBERTY | NY | 12754 | 1 | | | | (914) 292-9014 |
| 162210 | | 675064 | MOBIL MINI MART | KHOTIAR CORP. | COCHECTON | NY | 12726 | 2 | | | 964932 | (914) 932-8686 |
| 162210 | 162227 | 678964 | A&K DELI MART | 210 WICKHAM AVE | MIDDLETOWN | NY | 10940 | 1 | | | 970285 | (914) 342-8866 |
| 162210 | 162227 | 680554 | MIDDLETOWN TEXACO M | DOLSEN AVE & DOLS | MIDDLETOWN | NY | 10940 | 1 | | | | (914) 342-7006 |
| 162210 | 162227 | 688672 | STAR MARKET LLC | RT 17N M&M RD | MIDDLETOWN | NY | 10940 | 1 | | | 967042 | (914) 361-5113 |
| 162210 | 162227 | 688860 | R&S INCORPORATED | P.O. BOX #2 | BULLVILLE | NY | 10915 | 2 | | | | (914) 361-0883 |
| 162210 | 162227 | 691930 | FINE MART, INC. | RT. 42 | KIAMESHA LAKE | NY | 12751 | 1 | | | | (914) 796-1133 |
| 162210 | 162234 | 698971 | ROXBURY CONV STORE | MAIN STREET | ROXBURY | NY | 12474 | 1 | | | | (607) 326-7133 |
| 162210 | 162327 | 703094 | A&T PETROLEUM | PO BOX 1103 | PINE BUSH | NY | 12566 | 1 | | | 964510 | (914) 744-5182 |
| 162210 | 162227 | 706643 | JET MART | 236 E MAIN ST | MIDDLETOWN | NY | 10940 | 1 | | | 9687784 | (914) 344-442 |
| 162210 | 162227 | 723846 | GILL MART | 76 E MAIN ST | MIDDLETOWN | NY | 10940 | 1 | | | | (914) 344-0192 |
| 162210 | 162227 | 732078 | MOBIL FOOD MART | RT 17K | BULLVILLE | NY | 10915 | 1 | | | | (914) 361-3919 |
| 162210 | 162227 | 732084 | SONNY'S QUICK MART | 3 JEFFERSON ST | MONTICELLO | NY | 12701 | 2 | | | | (914) 794-4376 |
| 162210 | | 732088 | Z.S.&S CORP. | 150 BROADWAY | MONTICELLO | NY | 12701 | 1 | | | | (914) 794-2127 |
| 162210 | 162227 | 737910 | RALPH'S | 259 E MAIN ST | MIDDLETOWN | NY | 10940 | 1 | | | 981142 | |
| 162210 | 162227 | 748865 | SONNY'S MOBIL MART | SHIVANI CORP | MONTICELLO | NY | 12701 | 1 | | | | (914) 796-1052 |
| 162210 | | 762745 | NK MART | OLD ROUTE 17 | ROSCOE | NY | 12776 | 1 | | | | (607) 498-4941 |
| 162210 | 162227 | 765912 | CITGO QUICK STOP | ROUTE 53 COUNTY R | LOCH SHELDRAKE | NY | 12759 | 1 | | | | (914) 434-5957 |
| 162210 | 162227 | 769971 | SHORT STOP STORE IN | 480 E MAIN ST | MIDDLETOWN | NY | 10940 | 1 | | | | (914) 343-6062 |
| 162210 | 162227 | 250219 | JOE ROTAS | 288 BROADWAY | MONTICELLO | NY | 12701 | 1 | | | 927038 | (914) 794-4460 |
| 162210 | 162227 | 386605 | CABRERA'S AUTO REPA | ROUTE 42 NORTH | MONTICELLO | NY | 12701 | 2 | | | 941617 | (914) 794-8421 |
| 162210 | 162233 | 388703 | S2 PICK-UP | 6363 STATE ROUTE | LIBERTY | NY | 12754 | 1 | | | 928895 | (914) 292-1655 |
| 162210 | 162227 | 443887 | S&O MINI MART | 361 BROADWAY | MONTICELLO | NY | 12701 | 1 | | | | (914) 791-5142 |
| 162210 | 162227 | 458081 | AMI PETRO, INC. | 700 ROUTE 211 E | MIDDLETOWN | NY | 10940 | 2 | | | | (914) 692-0803 |
| 162210 | | 475191 | GETTY | ROUTE 52 | ELLENVILLE | NY | 12428 | 1 | | | 946491 | (914) 647-6011 |
| 162210 | | 543650 | ULTRA POWER MART | RT. 17 B | WHITE LAKE | NY | 12786 | 1 | | | | (914) 583-7313 |
| 162210 | 162227 | 557522 | WALLACE OIL CO., INC | 471 NORTH ST | MIDDLETOWN | NY | 10940 | 1 | NYS | 2358-0000 | 960245 | (914) 342-6799 |

WHOLESALE : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>
 TEMPLATE : 800018 80200 DOR FEB B1G1F
 TEMPLATE SEQ : 0031
 SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|--------|--------|--------|---------------------|-------------------|----------------|----|-------|-----|-----|-----------|----------|---------------|
| 162210 | 162227 | 179216 | DOLSON MOBIL | DOLSON ROUTE 17 | MIDDLETOWN | NY | 10940 | 1 | NYS | 2358-0000 | | (914)342-0135 |
| 162210 | 162227 | 191649 | WALLY MART SUNOCO | FAIRLAWN AVE & RT | MIDDLETOWN | NY | 10940 | 1 | NYS | 2358-0000 | 956946 | (914)342-0135 |
| 162210 | 162227 | 209401 | WILSON FIELD MOBIL | DOLSON AVENUE | MIDDLETOWN | NY | 10940 | 1 | NYS | 2358-0000 | 442680 | (914)342-4224 |
| 162303 | 162324 | 739081 | A&S MART INC. | 2501 ALBANY ST | SCHENECTADY | NY | 12304 | 1 | | | | (518)392-0832 |
| 162304 | 162322 | 643303 | SPI INSTAMART | 699 N PEARL ST | ALBANY | NY | 12204 | 1 | | | | (518)449-3110 |
| 162305 | 162326 | 767885 | JANES VARIETY II | 149 2ND AVE | ALBANY | NY | 12202 | 1 | | | | (518)449-2421 |
| 162306 | 162326 | 176859 | HILLSDALE SUPER | ROUTE 23 | HILLSDALE | NY | 12529 | 1 | | | 963165 | (518)325-4341 |
| 162306 | 162328 | 178618 | HWANG CORP | RR 3 BOX 490A | RED HOOK | NY | 12571 | 1 | | | 949461 | (914)758-6165 |
| 162306 | 162327 | 620264 | CITGO GUJAR | RT. 32 & MADELINE | ROSENDALE | NY | 12472 | 1 | | | 956268 | (914)658-3708 |
| 162306 | 162329 | 693696 | PINE GAS | RT 199 BOX 421 | PINE PLAINS | NY | 12567 | 1 | | | 970798 | (518)398-6519 |
| 162307 | 162330 | 179819 | CARTON GROCERY, INC | 80 LAKE DR | CONGERS | NY | 10920 | 1 | | 2757-1100 | 963991 | (914)268-6291 |
| 162307 | 162327 | 303493 | MEADOW HILL MOBIL | 1117 UNION AVE | NEWBURGH | NY | 12550 | 1 | | | 481952 | (914)564-4410 |
| 162307 | 162327 | 420051 | GETTY GUJAR PETRO | 76 NORTH CHEST RT | NEW PALTZ | NY | 12561 | 1 | | | | (914)255-7830 |
| 162307 | | 636230 | EMAN MOUTAZI LTD | 1 HOMEWOOD AVE | NEWBURGH | NY | 12550 | 1 | | 5474-0000 | | (914)567-0408 |
| 162307 | 162327 | 733040 | JAMAN ENTERPRISE LT | 402 ROUTE 9W | NEWBURGH | NY | 12550 | 1 | | 0362-0102 | | (914)562-4242 |
| 162307 | 162327 | 764472 | RAM PETROLEUM | 160 MAIN ST | NEW PALTZ | NY | 12561 | 1 | | | | (914)255-4420 |
| 162307 | 162327 | 769218 | A-PLUS #60026 | 78 STATE ROUTE 17 | NEWBURGH | NY | 12550 | 1 | NYS | 0362-0102 | | (914)564-2992 |
| 162307 | 162327 | 472372 | CHILIANA E ASSOC.IN | 197 N PLANK RD | NEWBURGH | NY | 12550 | 1 | NYS | 0362-0102 | 046912 | (914)561-1391 |
| 162308 | 162328 | 619804 | VALUE RITE THRIFT | 650 VIOLET AVE | HYDE PARK | NY | 12538 | 1 | | | | (914)229-0438 |
| 162308 | 162328 | 659740 | JULIANS DELI | RT 9G BOX 956 | HYDE PARK | NY | 12538 | 1 | | | 953281 | (914)229-9829 |
| 162308 | 162329 | 701607 | SHURFINE FOODS | RT.22 BOX 625 | WINGDALE | NY | 12594 | 1 | | | | (914)832-9361 |
| 162308 | 162328 | 723015 | LAL PETROLEUM | RT 44 & TIMOTHY H | PLEASANT VALLE | NY | 12569 | 1 | | | | (914)635-8423 |
| 162308 | 162329 | 729876 | FOODWAY CONV | 1163 ROUTE 9 | WAPPINGERS FLS | NY | 12590 | 1 | | | | (914)298-1493 |
| 162308 | 162329 | 766944 | BUDDY'S SERVICE CTR | 233 FREEDOM PLAIN | POUGHKEEPSIE | NY | 12603 | 1 | | 1449-0000 | 946194 | (914)452-4965 |
| 162309 | 162329 | 682873 | RKJ ENTERPRISE | I - 84 & RTE 52 | CARMEL | NY | 10512 | 1 | | | 965327 | (914)878-2557 |

PAGE BREAK TOTAL ACCOUNTS 67 TOTAL QUANTITY 75

TEMPLATE TOTAL ACCOUNTS 67 TOTAL QUANTITY 75

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

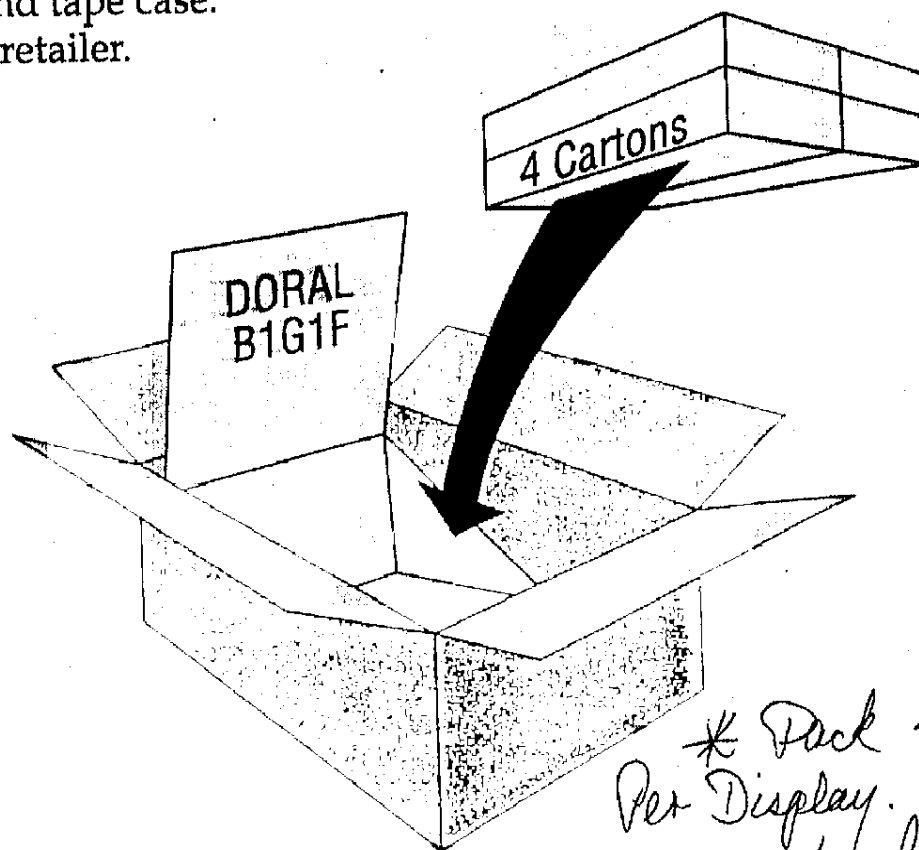
1ST QTR. '98

February DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



** Pack 4 Cartons
Per Display. 4 Styles
may not be shipped
to all DIRECT Accts.*

Item: # 536645

Description: DORAL B1G1F Display/POS kit

| Brand Style | LT | LT 100 | LT MEN 100 | FF 100 | | |
|-------------------|----|--------|------------|--------|--|--|
| Number of Cartons | / | / | / | / | | |

51844 9030

February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can Buy 1 Pack and Get One Free.

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

Paster



**2-Pack
Sleeve**



Counter Display



The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

Details -

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

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